

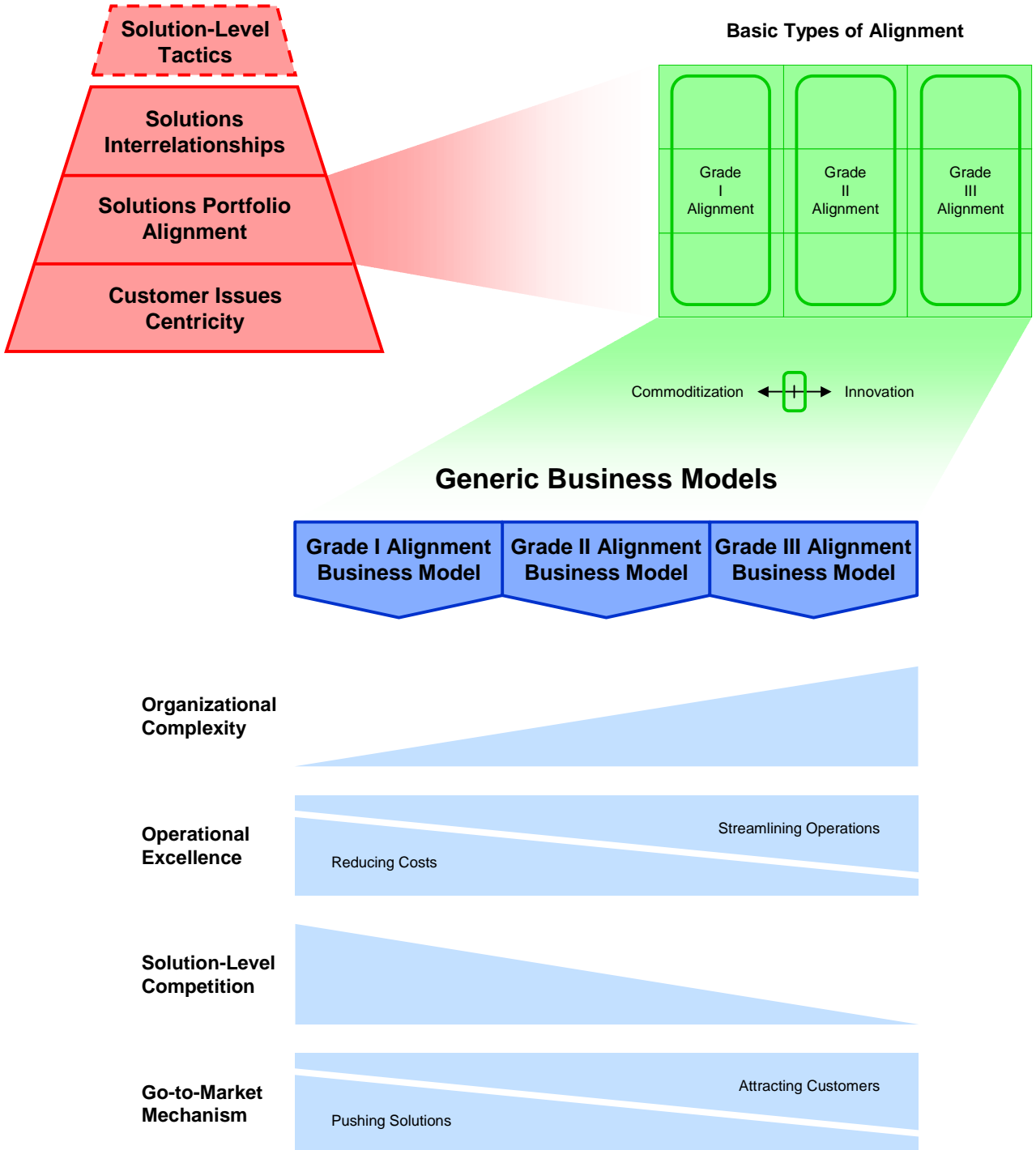
Strategy and Business Model Guide

by Cristian Mitreanu, Second Edition, July 2004

Important!

The concepts presented in this work have been radically improved as part of a theory launched by BizBigPic (www.bizbigpic.com) in August 2006. We recommend reading these in conjunction with the new theory.

The Strategy Pyramid



Notes: 1. The term *solution* refers to offerings in general. 2. The term *alignment* refers to the match between the intended solutions portfolio position (deliberate positioning) and the position resulting from the actual operations (emergent positioning). 3. A more in depth presentation of these concepts can be found in "Strategy, Redefined." published at RedefiningStrategy.com.